

## Declaration for Patent Application and Power of Attorney

As a below named inventor, I hereby declare that my residence, post office address, and citizenship are as stated below next to my name, and that I believe I am the original, first and sole inventor (if only one is listed) or an original, first and joint inventor (if plural names are listed) of the subject matter which is claimed and for which a patent is sought on the invention described in the attached specification entitled **Internet-Enabled Lead Generation**.

First or Sole Inventor:	Full name:	JEFFREY KOHL WILKINS	Citizenship:	USA
	Residence:	31504 Silvertide Drive, Union City, CA 94587		
	Postal Address:	same as above		
Second Joint Inventor (if any):	Full name:	JACK MARSHALL ZOKEN	Citizenship:	USA
	Residence:	1056 Sargent Drive, Sunnyvale, CA 94087		
	Postal Address:	Same as above		

I have reviewed and understand the contents of the above-identified specification, including the claims, as amended by any amendment referred to above. I acknowledge the duty to disclose information which is material to the examination of this application in accordance with Title 37, Code of Federal Regulations, §1.56(a). I claim foreign priority benefits under Title 35, United States Code, §119 of any foreign application(s) for patent or inventor's certificate listed below and have also identified below any foreign application for patent or inventor's certificate having a filing date before that of the application on which priority is claimed.

### PRIOR FOREIGN APPLICATION(S)

Country	Application Number	Date of Filing	Priority Claimed Under 35 U.S.C. §119
NONE			<input type="checkbox"/> Yes <input type="checkbox"/> No

I claim the benefit under Title 35, United States Code, §120 of any United States application(s) listed below and, insofar as the subject matter of each of the claims of this application is not disclosed in the prior United States application in the manner provided by the first paragraph of Title 35, United States Code, §112, I acknowledge the duty to disclose material information as defined in Title 37, Code of Federal Regulations, §1.56 which occurred between the filing date of the prior application and the national or PCT international filing date of this application.

### PRIOR U. S. APPLICATION(S)

Application No.	Filing Date	Status
60/116,445	1/19/99	<input checked="" type="checkbox"/> Provisional <input type="checkbox"/> Patented <input type="checkbox"/> Pending <input type="checkbox"/> Regular

I hereby appoint Thomas J. McFarlane, Reg. No. 39,299, Marek Alboszta, Reg. No. 39,894, Joshua D. Isenberg, Reg. No., 41,088 as my agents with full power of substitution to prosecute this application and transact all business in the United States Patent and Trademark Office connected therewith. Direct all correspondence to:

**Marek Alboszta**  
426 Lowell Avenue  
Palo Alto, CA 94301-3813  
Telephone: 650-321-6630  
Fax: 650-321-1621.

The attorney docket number for this case is: **SFT-101**.

I declare that all statements made herein of my own knowledge are true and that all statements made on information and belief are believed to be true; and further that these statements were made with the knowledge that willful false statements and the like so made are punishable by fine or imprisonment, or both under Title 18, §1001 of the United States Code, and that such willful false statements may jeopardize the validity of the application or any patent issued thereon.

#### INVENTOR SIGNATURE(S)

Jeffrey Kohl Wilkins  
JEFFREY KOHL WILKINS

1/18/00  
Date

Jack Marshall Zoken  
JACK MARSHALL ZOKEN

1/18/00  
Date

## POWER OF ATTORNEY BY ASSIGNEE

The undersigned assignee of the entire interest in the attached application for Letters Patent for the invention entitled:

### Internet-Enabled Lead Generation

by virtue of Assignment recorded concurrently herewith hereby appoints Thomas J. McFarlane, Reg. No. 39,299, Marek Albosza, Reg. No. 39,894, Joshua D. Isenberg Reg. No., 41,088 as its agents to prosecute the attached application and to transact all business in the Patent and Trademark Office connected therewith, said appointment to be to the exclusion of the inventor(s) and their attorney(s) in accordance with the provisions of Rule 32 of the Patent Office Rules of Practice.

Please direct all communication relative to said application to the following correspondence address:

**Marek Albosza**  
Lumen  
426 Lowell Avenue  
Palo Alto, California 94301  
Telephone: 650-321-6630  
Facsimile: 650-321-1621

I am duly authorized to sign this instrument on behalf of assignee corporation. I hereby declare that, to the best of my knowledge and belief, title is in the assignee herein, and I affirm review of the Assignment document concurrently submitted and believe that the attached application has been assigned to assignee herein and that assignee therefore has the right to make this Power of Attorney and Exclusion of Inventor(s).

I declare that all statements made herein of my own knowledge are true and that all statements made on information and belief are believed to be true; and further, that these statements were made with the knowledge that willful false statements and the like so made are punishable by fine or imprisonment, or both, under Section 1001 of Title 18 of the United States Code and that such willful false statements may jeopardize the validity of the application or any patent issued thereon.

### ASSIGNEE:

24/7 Media, Inc.  
1250 Broadway, 27<sup>th</sup> Floor  
New York, NY 10001-3701

Official Authorized to Act on Behalf of Assignee:

Signature: Jeff Wilkin  
Name: Jeff Wilkin  
Title: Senior Vice President

1/18/00  
Date